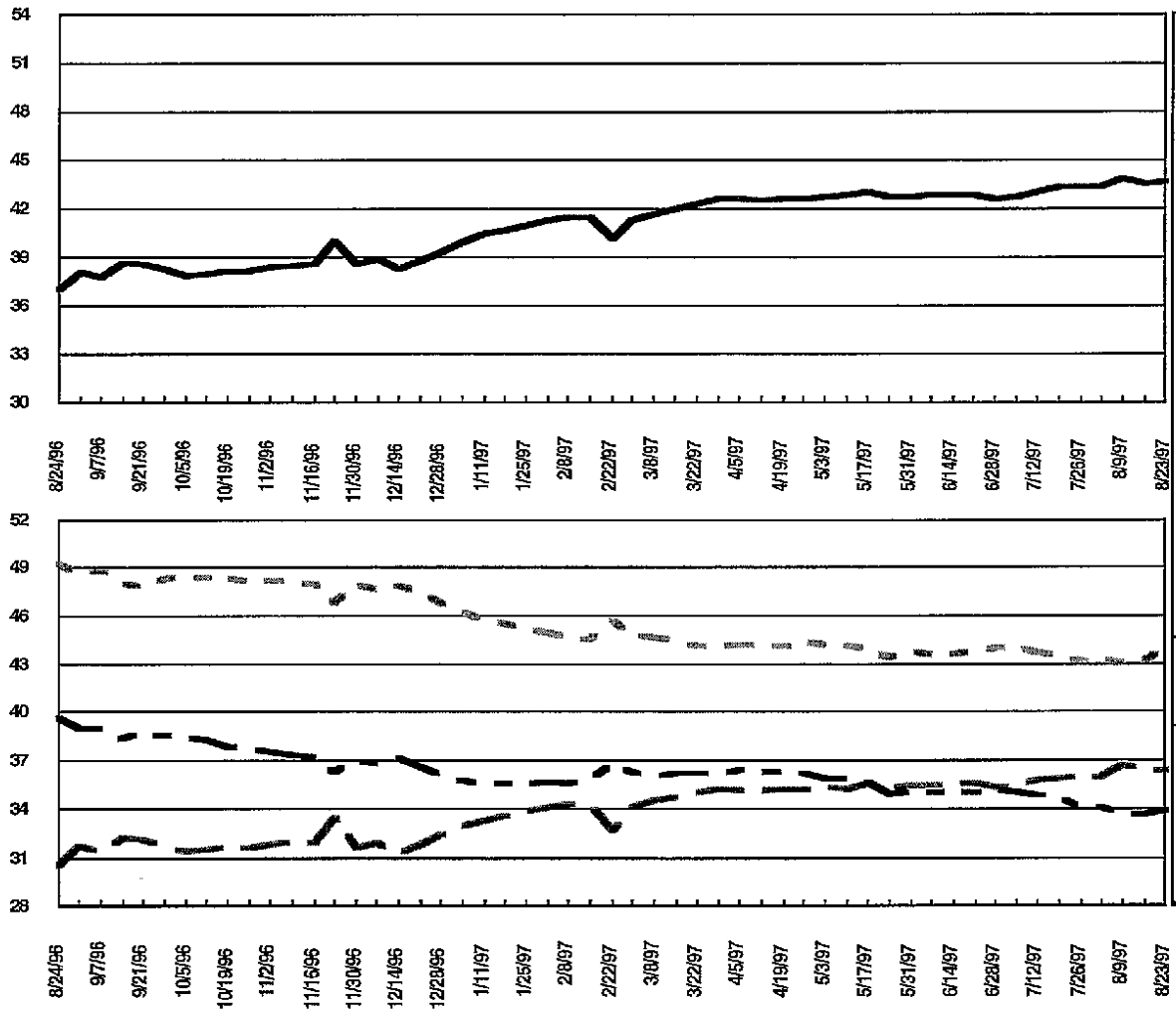
SHEETZ
THROUGH W/E 8/23/97



	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	43.22	43.71	37.25	42.93	5.68
Marlboro	35.92	36.42	30.70	35.57	4.87
OPB	4.14	4.03	4.01	4.17	0.17
Basic	1.79	1.95	1.08	1.75	0.67
R. J. Reynolds	43.72	44.05	49.38	43.91	-5.47
Camel	6.93	7.09	5.55	6.72	1.17
Winston	4.12	4.44	4.68	4.15	-0.53
Doral	1.57	1.59	1.63	1.61	-0.02
B&W	6.89	6.84	7.48	6.97	-0.51
GPC	0.52	0.52	0.48	0.52	0.03
Lorillard	5.75	5.00	5.64	5.76	0.11
Newport	4.88	4.15	4.61	4.87	0.25
Liggett Group	0.16	0.15	0.19	0.16	-0.03
Premium	65.61	66.15	59.93	65.05	5.13
Private Label	27.22	26.68	33.16	27.65	-5.51
Avg Ind CPW	692.35	708.99	660.50	670.30	9.81
Avg PM CPW	299.23	309.93	246.06	287.76	41.70
Avg Marl CPW	248.68	258.18	202.75	238.41	35.66
# of Stores	188	188	183	188	5

Source: STARS Store Level Data

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Source: https://www.industrydocuments.ucsf.edu/docs/pxgy0004